

RINGKASAN

Penelitian ini merupakan studi empiris pada MPWR Provider. Penelitian ini mengambil judul: “The Influence of Brand Awareness and Online Consumer Reviews Dimension on Online Purchase Intention: A Study on MPWR Digital Service Providers in Indonesia”. Tujuan dilakukannya penelitian ini untuk mengetahui serta menemukan bukti empiris pengaruh Brand Awareness, Review Quality, Review Quantity, dan Source Credibility terhadap Online Purchase Intention

Populasi dalam penelitian ini yaitu Pengguna internet di Indonesia. Sampel dalam penelitian ini sebanyak 160 orang. Penentuan sampel menggunakan metode purposive sampling. Alat analisis yang digunakan adalah regresi berganda.

Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa: (1) Brand Awareness berpengaruh positif terhadap Online Purchase Intention. (2) Review Quality berpengaruh positif terhadap Online Purchase Intention. (3) Review Quantity berpengaruh positif terhadap Online Purchase Intention. (4) Source Credibility berpengaruh positif terhadap Online Purchase Intention.

Implikasi dari kesimpulan di atas adalah pihak manajemen diharapkan bisa membangun brand awareness dengan cara meningkatkan intensitas promosi dan memanfaatkan online review sebagai low-cost marketing. Review Quantity adalah variabel independen yang memiliki pengaruh paling signifikan terhadap niat beli online pada penyedia MPWR. Dalam penelitian ini, konsumen berasumsi bahwa jumlah review dan rating yang tinggi menunjukkan bahwa produk atau jasa tersebut memiliki penjualan, reputasi, dan popularitas yang tinggi. Manajemen perusahaan dapat menggunakan temuan dari penelitian ini untuk pengambilan keputusan untuk meningkatkan atau setidaknya mempertahankan minat beli konsumen melalui kuantitas ulasan.

Kata Kunci: Brand Awareness, Review Quality, Review Quantity, Source Credibility, Online Consumer Review, Online Purchase Intention

SUMMARY

This research is an empirical study on MPWR providers. This research takes the title: “The Influence of Brand Awareness and Online Consumer Reviews Dimension on Online Purchase Intention: A Study on MPWR Digital Service Providers in Indonesia”. The purpose of this research is to find out and find empirical evidence of the influence of Brand Awareness, Review Quality, Review Quantity, and Source Credibility on Online Purchase Intention.

The population in this study is Internet users in Indonesia. The sample in this study is 160 people. Determination of the sample using the purposive sampling method. The analytical tool used is multiple regression.

Based on the results of research and data analysis shows that: (1) Brand Awareness has a positive effect on Online Purchase Intention. (2) Review Quality has a positive effect on Online Purchase Intention. (3) Review Quantity has a positive effect on Online Purchase Intention. (4) Source Credibility has a positive effect on Online Purchase Intention.

The implication of the conclusion above is that management is expected to be able to build brand awareness by increasing the intensity of promotions and utilizing online reviews as low-cost marketing. Review Quantity is the independent variable that has the most significant influence on online purchase intentions on MPWR providers. In this study, consumers assume that a high number of reviews and ratings indicate that the product or service has high sales, reputation, and popularity. Company management can use the findings from this study for decision-making to increase or at least maintain consumer online purchase intention through the number of reviews.

Keywords: Brand Awareness, Review Quality, Review Quantity, Source Credibility, Online Consumer Review, Online Purchase Intention